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MARKETING ACTIVITIES
FARM WOMEN AND GIRLS

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Excerpts from 1926 Annual Reports of State and County Extension Agents

M. C. Wilson

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MARKETING ACTIVITIES - FARM WOMEN AND GIRLS

Excerpts from 1926 Annual Reports of State and County Extension Agents

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Office of Cooperative Extension Work
U. S. Department of Agriculture

Contents

	Page
Alabama	
Calhoun County	2
Lee County	2
Tuscaloosa County	3
Arkansas	
District agent	4
Garland County	5
Saline County	5
Connecticut	
Home demonstration leader	6
Florida	
Foods and marketing specialist	6
Dade County	7
Lee County	7
Georgia	
Chatham County	8
Clarke County	8
Illinois	
La Salle County	9
Massachusetts	
Berkshire County	9
Hampden County	10
Mississippi	
Marketing specialist	11
Panola County	12
Sharkey County	12
Tallahatchie County	13
North Carolina	
Nash County	13
New Hanover County	14
Wayne County	15
South Carolina	
Marketing specialist	15
Barnwell County	16
Beaufort County	16
Spartanburg County	17
York County	17
Tennessee	
District agent	18
Dyer County	18
Hamilton County	18
Texas	
Victoria County	19
West Virginia	
Wood County	19

3022

MARKETING ACTIVITIES - FARM WOMEN AND GIRLS*

Alabama

For several years the people of Calhoun County have felt the need of disposing of their surplus farm products. At the suggestion of the county agent the junior chamber of commerce established a curb market as its year's project. Several mass meetings were held in April and a committee was appointed from each civic club in Anniston to assist the committee of farmers and the county extension agents in opening the market. These committees visited Rome, Ga., and after talking to the consumers and producers about their curb market, it was decided to open the Anniston market on May 1, 1926.

The market opened with a large number of consumers and producers present. It was open two days a week the first month and since then it has been open three days a week. Due to the cooperation of the people of the county and the city of Anniston, the market has become a success. The first month's sales totaled approximately $3,000 and the second month's $4,000.

The home demonstration agent acted as market master during May. In June the curb market committee elected Mrs. Morris Pelhan as market master. Mrs. Pelhan has not been paid a definite salary. She is, however, interested in the success of the market and is willing to work for a small compensation until it is established. - Minnie Slone, Home Demonstration Agent, Anniston, Calhoun County.

In March the Lee County council of farm women started a movement for a curb market. One of the programs was devoted to the discussion of this market, and committees were appointed to investigate the attitude of merchants and housewives relative to the project. The attention of the women's clubs of Opelika was called to it, and an executive committee was appointed to draw up rules and regulations.

The market, a joint project of home and county agents, was opened on May 1, and met with good response from the housewives. Twelve people sold products the first day and the sales amounted to $84. Since May 1, 65 people have sold on the curb market and the sales have totaled $2,513.21 The highest sale for any individual was $315.12 worth of vegetables in three months. - Mary M. Bailey, Home Demonstration Agent, Opelika, Lee County.

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*No attempt is made to cite all references to marketing activities - farm women and girls in this circular. Only selected extracts showing typical methods employed and results obtained in a number of States are included. Owing to differences in terminology used in the different States and to other local conditions, the information contained in this circular should be reviewed by the State subject-matter specialist concerned before incorporating any part of it in the extension plans for the State.

Plans to establish a curb market in Opelika were started in March, 1926, and definite arrangements were made with a number of farm homes to plant gardens with some surplus to sell on the market. In April the various civic clubs of Opelika were visited and the operation of the curb market explained. In order to sell the idea the women's clubs were visited and a thorough canvass of Opelika housewives was made. A committee consisting of representatives from all organizations of Opelika was appointed to assist the county extension agents in working out policies and plans for the management of the curb market which was opened on May 1 with a good sale of products.

The following rules were adopted for the curb market:

(1) A fee of 25 cents will be charged each person selling on the curb. This will entitle the person to sell on the curb market for a period of 12 months.

(2) All persons selling on the curb market will be charged 10 cents each day they sell, this fund to go toward paying expenses of advertising.

(3) A price list of all farm products will be posted on a bulletin board at the curb and all members will sell their products in accordance with these prices.

(4) A special discount will be allowed all merchants who desire to purchase quantities of products.

(5) All persons selling on the curb market will remain behind the counter while selling. - L. M. Hollingsworth, County Agent, Opelika, Lee County.

Mrs. John L. Seay, market master for the curb market, gives the following report:

"The market has completed 30 months of work and each year has been an improvement over the previous one. During 1926 we had 91 farmers selling in one day and 197 different products were sold. In winter we sell in the courthouse basement and in summer on the pavement adjoining the courthouse. A statement of the accomplishments of the Tuscaloosa curb market as given below will give the most comprehensive information obtainable:

Month	Number of market days	Number of farmers attending	Estimated attendance	Estimated receipts
January	13	153	500	$1,530
February	12	156	500	1,560
March	13	188	750	1,880
April	13	288	1,450	2,340
May	13	457	2,370	4,570
June	13	612	3,480	6,120
July	13	874	4,110	8,000
August	13	665	2,325	7,000
September	13	518	2,000	5,000
October	13	450	2,000	3,440

The financial statement for the curb market from November 1, 1925 to November 1, 1926, is as follows:

Receipts:		
Balance on hand	$25.09	
Received for fees, permits, and bags	1,050.32	
Total	$1,075.41	
Disbursements:		
Paid out on salary (Mrs. Seay)	$600.00	
Paid out for paper bags	295.00	
Paid out to children for selling bags	28.20	
Incidentals	28.10	
Total	$951.30	
Balance on hand		$124.11

"A few individual reports from the farm women are as follows:

"Mrs. H. K. Hubbard, living 18 miles from the market, took in $180 for all produce, $107 of which was for wild huckleberries.

"Mrs. J. M. Pate realized $40 for potted hydrangeas which cost only her time.

"Mrs. F. L. Clayton, 12 miles from town, specialized in angel food, devil food, chocolate, and Mary Ann cakes, for which she realized $400.

"Forty of the sellers have purchased Ford cars or trucks to facilitate their work; 4 have put running water in their homes; 8 have paid off mortgages; many are furnishing their homes; 1 has finished paying for her home; they are sending their children to school; using improved methods of cultivating their farms; and in many ways deriving benefits from selling on the curb market. All the women show a marked improvement in their personal appearance because of better wearing apparel and some women have savings accounts.

"Besides the usual farm products disposed of to advantage on the curb market were the following: Carded sheep wool, quilting frames, fertile soil for flowers, wild fern, wild hydrangea, mountain laurel, wild honeysuckle, Swiss chard, Chinese cabbage, brush brooms, hoe and ax handles, flower stands, feather pillows, dressed rabbits, puppies, persimmons, huckleberries, muscadines, hickory nuts, home-cured ham sandwiches, kindling wood, and cordwood." - Isadora Williams, Home Demonstration Agent, Tuscaloosa, Tuscaloosa County.

Arkansas

There has been a demand from club women for some added source of revenue that would help finance the staining of floors, papering walls, repairing broken window panes, refinishing old furniture, outfitting son and daughter to enter high school and college, landscaping the lawn, or building a front porch.

In answer to this need two club markets have been established. These markets have been sponsored by the home demonstration agents in north Sebastian County, at Fort Smith, and Washington County, at Fayetteville.

The district supervisor has acted in an advisory capacity in all committee meetings for planning these markets. A price-fixing committee was composed of the home and farm agents, a city business man, the secretary of the chamber of commerce, a farm woman, and a farm man. The decision of this committee was final.

In Fort Smith each club woman in the city federation was assigned a given number of names from the telephone directory. These were to be called upon and told of the market, its location, the date of opening, and the farm products which would be available. In this way every telephone subscriber in Fort Smith and vicinity was informed of the market. The end justified the means, for when the farm women arrived there was a group of town women ready to purchase. This market was so successful that it was held every Saturday instead of alternate Saturdays as originally planned. The demand far exceeded the supply, and the club women are being advised to prepare many times more products, so that the market may be put on a semi-weekly or tri-weekly basis the coming year.

The market in Fayetteville was organized along similar lines to the one in Fort Smith. The suggestion of establishing a market in this county came from the home demonstration council and all details were worked out by it. The chamber of commerce of Fayetteville obtained the space and furnished all needed equipment. - Mrs. Ida Fenton, Home Demonstration District Agent, 310 Federal Bank and Trust Building, Little Rock.

Through the egg circles, the poultry association, the curb market, and the "Little Red Hen," the people have learned to grade their products to get a better market for them.

The "Little Red Hen" is a roadside market, located on the Little Rock highway, where the members of the home demonstration clubs who established the market, sell their products. At first it was kept open two days a week but now it is kept open six days a week. The women sell fresh vegetables, eggs, poultry, dairy products, canned goods, cooked foods, clothing of various kinds, quilts, and handmade baskets, trays, and rugs. - Sarah Trussell, Home Demonstration Agent, Hot Springs, Garland County.

The county women's cooperative club is running a marketing exchange through an exchange committee. Any woman in the county may take rugs, baskets, canned goods, quilts, and other handwork to the exchange to be sold free of charge. Since March 1, 1926, $59 worth of goods have been sold. One woman has sold $35 worth of homemade jelly and one club girl sold enough to pay her transportation to farmers' week at Fayetteville. - Edna C. Evans, Home Demonstration Agent, Benton, Saline County.

Connecticut

Home marketing is not a project but some work is done to help women market their products. The home demonstration agents have helped the women to find and to put up attractive packages of home products. They have assisted them in obtaining containers for fruits and jellies and in some instances put them in touch with a market. There has been an increase in the sale of rugs and an increasing number of people are seating chairs for sale. Many homemade baskets are sold - one woman sold $150 worth and has a market for all she can make. Another woman, having unusual artistic ability, made large rugs of scenic design. She received from $50 to $100 for these rugs. - Edith L. Mason, Home Demonstration Leader, Connecticut Agricultural College, Storrs.

Florida

Mrs. W. T. Richardson's story of the growth of a remunerative business handled as a side line in her home kitchen is as follows:

"Conserving nature's food products has always interested me. When the home demonstration department secured a conservation and marketing specialist on its staff, I became interested in conservation for market. Crystallization of Florida fruits was my idea. To build a permanent market I realized that I must standardize my products. A period of experimentation followed. Three years' practice on my part has given me a product that will stand up well under all conditions and remain first class.

"Being a resident of north Florida, I chose first the fruits of that section - figs, watermelon rind, and grapefruit peel. Later fresh kumquats and canned pineapple were purchased to furnish variety, and recently I have added nuts. I specialize in the north Florida pecan purchased at wholesale price.

"Attractive packing was studied during this period. At first I was unable to procure small attractive tin boxes with suitable designs. I decided upon a plain cardboard, oval-shaped box with my trademark, Florida Goodies, printed across the top in leaf green. A small label bearing weight and other necessary information goes inside. Both 1 pound and 2½ pound boxes are used. These boxes and labels are made special and are purchased in lots of 500 at 19 cents each.

"The standardization of my products and of my package has made a permanent market. The best product in an attractive package needs only one introduction. I charge $1.25 a pound for my products. The gift shops, the State and south Florida fairs, and the local markets must supply a number of tourists with gifts each year, and my little package of Florida Goodies has helped to fill the bill. Being employed regularly, I give only odd hours to this proposition. In one year my receipts were $250.

"With the fruits and nuts of Florida and the ready market the women have for gift packages, there is a good business for those who are willing to standardize. Of course, business management is necessary. Supplies must be purchased with good judgment and skill; patience is required in the preparation of products, and by-products must be used. This last item is being cared for in the preparation of the home demonstration gift package made up of the small jars of fig preserves, fig conserve, and salted nuts. Broken figs and nuts left over from the crystallization process may be utilized in the conserve; grapefruit pulp may be turned into jelly, and wire grass or long-leaf pine needles may be made into appropriate baskets for these products."

Ida Smith, who lives in Manatee County where citrus fruits, guavas, mangoes, and other tropical and subtropical fruits are abundant, has become skillful in preserving them. In her go-to-college fund she has $184 which she made from the sale of guava jelly, preserves, and crystallized fruits. - Isabelle Thursby, Foods and Marketing Specialist, Experiment Station Gainesville.

For the last two years there has been a demand for a market where local products could be bought. As a result, the location for the home demonstration shop was selected by the chamber of commerce. This shop is managed by a home demonstration woman and is supervised by a committee composed of one woman from each home demonstration club. At this shop the home demonstration women sell their products at a 10 per cent commission, the club girls sell at a 15 per cent commission, and nonmembers pay a fee of $2 to sell. Much interest has been shown in this market since it opened on November 27, 1926. To date $45 worth of products have been sold. - Pansy I. Norton, Home Demonstration Agent, Miami, Dade County.

During 1926 home marketing made decided progress. For several years a number of home demonstration women have made use of the curb market to sell their products. One woman standardized guava paste and guava jelly and is now supplying the local hotels with a high-class product. She has designed an attractive box for her paste. Roselle products have also been standardized by her, and she is supplying two tourists hotels with Roselle sauce.

Two women have standardized candied citrus peel of all kinds and they are finding sale for all they can prepare. Their products are put up in uniform containers. One of these women made $700 on her sales this year. Another woman has marketed successfully the Florida gift package.

The home bureau holds a monthly bazaar in Fort Myers and every club member in good standing may sell her products through this medium. Mabel Williams sold two rugs for $15 each, and has orders for two more. Five women are making and selling lamp shades. One woman is making book ends and other small decorative articles. - Sallie B. Lindsey, Home Demonstration Agent, Fort Myers, Lee County.

Georgia

About three years ago Miss Katherine Lanier, supervisor for the Savannah district, and Mrs. L. E. Backus, home demonstration agent of Chatham County, started a marketing project. A small space in the city market was obtained, free of charge, and a county woman was selected to manage the booth on a commission basis.

At the outset it was thought possible to sell any surplus from the farm, but it developed that the products were not up to standard quality and the cost of transportation consumed much of the profit. Many changes in the management had to be made, and eventually Mrs. Richburg was made manager. Four dollars a week is now paid for the booth and the necessary equipment has been purchased. Each producer is charged a 25 per cent commission on her sales. After this commission is deducted each woman's money is put in an envelope and given to her the Saturday after the sale. Mrs. Richburg is paid the difference between the commissions and the cost of operating. The current yearly expenses are about $200.

The first year $750 worth of products were sold and the past year $2,500 worth. Flowers are the best sellers. Mrs. Stephen Oliver sold $400 worth last year; Mrs. Crovatt sold $60 worth of sweet peas in one year; Mrs. Paul Dodge sold $90 worth of chrysanthemums this year; one woman sold $50 worth of Christmas wreaths; and Mrs. Jackson sold $79.50 worth of flowers and other products in 10 months.

Miss Bethea, of Tatnall County, has made a success of selling cakes. Up to Thanksgiving she had sold $300 worth this year.

Of the flowers, chrysanthemums, sweet peas, and narcissus sell best, and of the preserves, figs, and strawberries are the most popular. Blackberry jelly is also a good seller. Eggs, chickens, berries, grapes, potted plants, pies, parsley, lettuce, and a few other vegetables are sold. - Mrs. L. E. Backus, Home Demonstration Agent, Savannah, Chatham County.

The Athens curb market is a producers' market located near the entrance of the University of Georgia. It was established to provide a steady income for farm families in this section. Any producer who will abide by the rules and regulations and will pay a small fee for the space occupied may sell on this market.

The market has been established for three years and is now on a sound financial basis. At first it was held one day a week, but the supply and demand were so great that it is now held three days a week. The first year 800 different producers sold on the market and the first six months' sales amounted to $75,000. In 1924, through a small stand fee, the market became self-supporting; in one day the sales amounted to $1,800.

Mrs. Bessie R. Troutman is general manager of the market. She studies supply and demand, issues permits, sets prices and posts them on a bulletin board, keeps up interest among buyers and sellers, makes change, supervises weights and measures, sells paper bags, assists timid sellers, and teaches how to put products neatly and how to grade them.

This market has given the club girls an outlet for their surplus products. They sell anything, from turnip greens in the spring to black walnuts and persimmons in the winter. Their products sell well because they are put up attractively, are graded, and are of good quality. They sell tomatoes, tomato products, canned and pickled peaches, peach jam, fig preserves, grape juice, mincemeat, pickled pears, pear marmalade, blackberry jam, and other homemade products. - Mrs. A. M. W. Bryant, Home Demonstration Agent, Athens, Clarke County.

Illinois

The La Salle County home bureau thrift exchange is perhaps the most outstanding success that the organization can boast of this year. It has evolved from a near failure to a thriving institution in four months. A year ago the operation of the exchange was definitely changed. Up to that time the home bureau members had done all the work, and the exchange was located in a hardware store. Because they had made money and felt that the food should be placed in a more desirable location, a separate building was rented and a manager was hired. Mrs. Morton, who had had experience in a delicatessen shop in Detroit, was hired as manager, and through her efforts the exchange is on a sound basis.

The organization is not a money-making proposition for the home bureau, but it is a money-making scheme for the members who desire to add to their family income. There are 30 regular contributors and others who send in food and sewing from time to time. - B. H. Bailey, Home Demonstration Agent, Ottawa Courthouse, La Salle County.

Massachusetts

The women's marketing exchange of Berkshire County completed its sixth year with a satisfactory record. For the last three years the business done by this association has doubled and trebled yearly. This year it made only a slight advance.

During 1926 the 29 consignors have endeavored to share the burden of responsibility with the members of the executive committee whose services are gratis. The consignors, when possible, shipped direct to customers and have assisted at sales. They have also tried to maintain a high standard of products.

In the spring a general meeting was held at which time the proposed constitution and by-laws were adopted. The extension specialist in horticultural manufactures assisted at this meeting, drawing attention to common errors detrimental to sales.

New price lists were used. These forms are sent in duplicate to the consignors who mark the products consigned. The original when returned forms the record of the order, thus lessening the bookkeeping to a marked degree. Labels with the name of the products printed on them were used.

The sale held early in the fall resulted in $203.35 worth of products, and the Pittsfield sale gave a gross return of $547.75. These figures are far in advance of any previous effort. Mail orders amounted to $997.50.

The recording secretary gave a report of the work of the association to a group interested in producing for sale at Amherst during farm and home week. As a result of this meeting a State committee was formed to discuss organizing all producers within the State on a basis similar to that of Berkshire County. - Miriam J. Cox, Home Demonstration Agent, Pittsfield, Berkshire County.

On October 7, 1926, the women's exchange completed its fourth year of business and the second year that the committee raised all funds for the exchange without calling for any appropriation from the league. The exchange committee no longer expects the shop to run itself, but knows that a part of the money must be raised in special ways. This has been done this year mostly by the committee catering at large picnics and dinner meetings, and by the food booth conducted at the Eastern States Exposition.

There are 118 active consignors. The commission was reduced this year with the hope of interesting more local consignors and so that all could realize more for their work. The latest edition of the rules are as follows:

(1) All work must be submitted and accepted by the committee on standards. An annual fee of $2 is charged.

(2) Foods should be left at the exchange during the week for the committee on standards to pass on at the regular Monday morning meetings.

(3) Each package must contain a list of articles enclosed and must be tagged securely with the selling price. Twenty per cent is deducted from this price.

(4) Goods sent by mail must be sent free of expense to the exchange at the risk of the owners.

(5) The committee reserves the privilege of returning all articles at any time which for any reason they deem unsalable. If when notified the consignor fails to call for goods they will be returned at the consignor's expense and risk, as lack of space makes storage impossible.

(6) The patrons of the exchange are expected to receive full satisfaction on all order work. If work proves unsatisfactory the consignor must make such changes as the exchange advises.

(7) The committee reserves the option of returning goods after 60 days.

(8) Two persons may not use the same permit in depositing goods at the exchange.

(9) No person will be allowed to collect money or receive goods for any consignor without a written order from the consignor.

(10) Articles can not be withdrawn during the months of December and January. Perishable goods must be left at consignor's risk. Those not in good condition when received will be returned at owner's expense.

(11) Consignors in the food department must deliver all goods before 10 a.m. No one may enter foods without first submitting samples, and all entries must be of as high standard as the accepted articles. Pickles, preserves, and jellies must be sampled once a year.

(12) When food and preserves are not in good condition they must be removed promptly by the consignor when she is notified.

(13) The exchange reserves the right to regulate the manner of display.

(14) Any complaints or suggestions must be made in writing, addressed to the exchange. Consignors having any claim against the exchange must present same in 30 days.

(15) The exchange does not hold itself responsible for losses caused by breakage, fire, or theft, having taken all precautions.

(16) Payments are made weekly by check to consignors of food; all other consignors are paid on or about the tenth of each month.

(17) No deviation from these rules will be allowed.

(18) All consignors' names will be confidential unless otherwise arranged.

There are still four departments - handwork, foods, canning, and luncheon. Foods is the most flourishing department, with the luncheon a close second. The needlework department has advanced but needs much more work to get the right consignments and more customers. The canning department is small, due largely to the fact that the women sell their canned products directly to the customers. The luncheon department has grown. A committee of 45 women with a subcommittee of 15 is active all the time. - Lillian M. Stuart, Home Demonstration Agent, Springfield, Hampden County.

Mississippi

During 1926 an effort was made to develop special projects in home products marketing. In food preservation the following products have been emphasized: fig preserves, tomatoes, chili sauce, and meats. A

great deal of emphasis has been laid on the standardization of these products. Special work in the preservation of figs was started in 1921 in some of the southern and central counties of the State. This resulted in the organization of fig preserve clubs in counties where there is sufficient supply of figs to make it worth while. Membership is not restricted to canning club members, but any girl or woman who agrees to follow instructions explicitly and work under the supervision of the home demonstration agent may join. These clubs feature only 4-H standard products and put on special exhibits from time to time. The women and girls of Adams County made figs into preserves and candied them. A fig coated with sugar and milk chocolate is indeed a delicacy. They are packed in boxes surrounded by Spanish moss and mistletoe.

Pine needle and honeysuckle basketry has proved most popular and remunerative. This work has grown and has developed so many finished workers that two associations have been formed - the Pinecrafters' Association of Mississippi and the Arts and Crafts Association of Lafayette County. In the pinecrafters' association two standard products have been designed - the pine-needle vase into which a 12-ounce jar fits, and a round covered basket to hold pecans. The members of the arts and crafts association make up honeysuckle vines into baskets, vases, and other products of good workmanship.

Special orders were taken by women and girls for dressed poultry, whole-wheat bread, cream puffs, canned goods, salads, candy, feather fans, and rag rugs. On every market special features were found. In Quitman County a woman makes a specialty of turnip greens. She sold over $100 worth this year. A woman in Lowndes County makes fans from feathers of different fowls. Another makes rag rugs of such beautiful designs that they have been used to replace the worn ones in Mount Vernon. - Mary Agnes Gordon, Marketing Specialist, Mississippi Agricultural and Mechanical College, A. and M. College.

The 4-H club markets which were organized on June 5, 1926 have been a success. Each organization has a chairman, secretary-treasurer, and a price-fixing committee. All members of the clubs are required to sell like articles for a fixed price. They do not undersell or oversell the local merchants. Each member sells her own products and handles her own money, thus avoiding confusion regarding the funds.

The Batesville club meets from 8 a. m. to 10 a. m. each Wednesday. Products are sold from tables on the courthouse porch. Each member is charged a fee of 5 cents, which is used for club needs. The total sales for June amounted to $40.70.

The Sardis club meets in a vacant warehouse every Wednesday and Saturday. No fee is charged. The sales for June amounted to $143.54. - Pearl Le Fevre, Home Demonstration Agent, Batesville, Panola County.

A club market was organized by the county council in 1925, and during the year $1,022.18 worth of products were sold. In 1926 the market was conducted by the bona fide home demonstration club members of the

county who brought to market their surplus produce. This market is held on Saturdays at the courthouse. Five cents of every dollar received is retained by the county council to defray expenses. From January 1, 1926 to November 1, 1926, $1,478 worth of produce were sold through the market, making a profit of $985.

One club woman sold $365 worth of cakes. The largest amount sold on any one market day was $69.35 and the smallest $8.15. Through this market, poultry, dairy products, vegetables, cakes, fruits, nuts, meats, pies, candies, and canned goods of all kinds have been sold.

The market is one of the most important features of club work in the county. It not only furnishes the women in the rural districts an opportunity to dispose of their surplus produce and supplies the town women a place to buy fresh produce, but it brings the women of the rural districts into closer contact with the town women and fosters a spirit of cooperation. - Viola Phillips, Home Demonstration Agent, Rolling Fork, Sharkey County.

As the 4-H club market, which was started in May 1925, gained recognition and became a necessary institution to the women of Charleston, it was a success, and the business men of Charleston made it a permanent institution. A committee from the chamber of commerce visited the merchants and collected $135, to be used in constructing a building for housing the market for the next year. This money was placed in the bank in the agent's name, and plans were made and the building erected.

On April 24, the market was opened with a public reception and the patrons were served sandwiches and coffee. Since then the market has grown. A similar market has been established in Sumner. The Charleston market has two sales days a week and the Sumner market one. Both markets have succeeded beyond the expectations of those in charge and have sold more than $1,500 worth of produce since the opening. The women and girls of nine communities have contributed produce and feel well paid for their trouble.

Meetings were held throughout the winter and early spring to discuss garden, poultry, and dairy problems, and their relation to marketing. - Mary A. Larche, Home Demonstration Agent, Charleston, Tallahatchie County.

North Carolina

In April 1923, the home demonstration agents in Edgecombe and Nash Counties established a produce market in Rocky Mount. The agent in Nash County is in charge of the market and is assisted by a board of 10 directors chosen from Edgecombe and Nash Counties and Rocky Mount. This year an assistant manager was employed to act in the agent's absence and to act as cashier at all other times.

The following rules were adopted in organizing the market:

(1) Everyone must sell at the same price.
(2) Each one must sell his or her own produce.

(3) Everything has to be home grown or homemade.
(4) No one is allowed to buy and resell.
(5) Only out-of-town producers may sell.
(6) No one is allowed to sell before the market bell rings.
(7) No one is allowed to engage or promise products before the market opens.

Prices are posted on a blackboard just before the market opens. A fee of 5 to 20 cents is paid by producers each morning for the privilege of selling.

On July 10, 100 farms were represented on the market and $655.53 worth of produce sold. The sales for 1926 amounted to $23,301, as compared to $15,633 for 1925, and the total sales since 1923 amounted to $55,566.

The following represents the sales of some of the leading products during 1926:

Poultry	$6,061.71
Cakes	5,031.82
Vegetables	4,859.68
Eggs	2,178.48
Fruits	1,432.58
Butter	1,050.14
Meats	974.73
Flowers	627.08
Canned goods	127.74
Dressing	86.38
Squabs	58.05

Cakes were sold by five women, one of whom sold $1,600 worth this year, and one averaged $40 a week since April. One club woman gets all the orders that she can fill through the market. Recently she has been making nut bread for the Piggly Wiggly store. One woman grew and sold $41 worth of chrysanthemums. - Mrs. E. V. Gordon, Home Demonstration Agent, Nashville, Nash County.

One of the goals for the year was the improvement of the market. This was accomplished through the cooperation of the mayor, the city fire department, the members of the home demonstration exchange at Cape Fear, and the farm and home agents. Tables of uniform size have been built and covered with oilcloth, and other equipment has been added. With these changes the sales people have taken greater pride in their market, and better products, more members, and larger sales have resulted. The sales for 1925 amounted to $9,340 and for 1926, $15,764.

The market was advertised through the local papers. During the past three months a new system of advertising has been instituted. Each buyer is given a purchase ticket. Upon presentation of this to a member of the market a number is given. The holder of the lucky number is given some article which is sold by the market. This method of advertising has increased the sales and encouraged more buyers.

Each member of the market specializes in a certain product, such as angel cake, grape products, vegetables, flowers, eggs, and squabs. The report for 1926 is as follows:

Eggs	$7,275.99
Poultry	5,044.69
Cakes	1,094.28
Vegetables	605.86
Butter	216.47
Meats	321.07
Canned goods	188.40
Flowers	145.21
Fruits	66.10
Pies	18.00
Other articles	789.02.

- Anne B. Horne, Home Demonstration Agent, Wilmington, New Hanover County.

The Wayne County curb market was organized September 11, 1926. A manager was elected who presides at regular monthly meetings, sees that the market is opened on time, and supervises the market with the aid of the home demonstration agent. The secretary-treasurer keeps the minutes of all meetings, collects the commission paid by the sellers, does the banking, pays the bills, and gives a monthly report of the financial standing of the organization.

A committee composed of two curb market members and an interested town woman compares and sets the prices of products in relation to the local market. A committee arranged for advertising certain products as specialties for certain market days, and for the premiums to the ones holding the lucky numbers on tickets given with each 25-cent purchase.

During October and November, 39 people sold on the market and $988.28 was taken in. - Ruby Feikert, Home Demonstration Agent, Goldsboro, Wayne County.

South Carolina

There are 17 club markets in the State. Barnwell, Cherokee, and Rock Hill markets were open only a few months in 1926. As there are no market houses in these town the women found it uncomfortable in the open during the winter. Because of the size of the towns, it is unwise to try to erect market buildings, as the fire rules and regulations require expensive fireproof buildings.

The secretaries of the markets have kept better reports and most of them have sent them in on time. This cooperation was perhaps due to the two days' conference held last year during the State short course. The conference was held again this year at which time some special flower work was given to the secretaries who were requested to give one demonstration to the members of the market.

The specialist assisted the home agents in Beaufort and Sumter Counties to open club markets, and to procure funds for erecting a shed in Beaufort and a market building in Orangeburg. The one in Orangeburg is a brick structure with running water and lights. The city gave the lot, labor, and half the funds, and the county the remainder.

The market in Colleton County has done splendid work, even though there is no home agent in the county. The members have cooperated with the specialist in every way and the secretary has kept the records up to date.

Greenville market, one of the largest in the State, does not submit reports due to the method of organization. Judging from the number of producers selling on the market the sales should be as large as those of the Spartanburg market, to which the home demonstration agent gives assistance.

All eggs are candled and graded when brought in for shipment. The fact that only candled and graded eggs are sold makes it easier to obtain a market for them. - Jane Ketchen, Marketing Specialist, Clemson Agricultural College of South Carolina, Clemson College.

The club market was organized through the demand of the women of the Hilda home demonstration club. Monthly lessons on marketing were given during the year. Last August these women decided to hold a club market in Barnwell once a week, to sell their surplus poultry, vegetables, and dairy products. The use of the courthouse porch was given for the market place. Due to the excessive drought this year, the market was closed during the month of July. During February and March a surplus of eggs which could not be disposed of on the local market was assembled, candled, graded and packed for shipment.

The following demonstrations on marketing were given to this group of women during 1925-26; Grading butter, grading vegetables, candling and grading eggs, making pickle for market, dressing poultry, growing fall plants, growing flowers, planting spring gardens, arranging produce for market, and market sanitation. During the year, 25 women sold produce through the club market and the total sales amounted to $741. - Willie M. Vann, Home Demonstration Agent, Barnwell, Barnwell County.

The marketing specialist attended the spring meeting of the county council and explained how to establish, maintain, and manage a club market. At this meeting a committee was appointed to find a suitable location for the market. The committee decided to obtain a small screened, floored tent from the city camp. On February 20 the tent was opened for business. It was filled with vegetables, fresh eggs, cakes, pies, milk, and bread. The sales for the first day amounted to $80.

The town women cooperated in every way by buying poultry, butter, milk, cream, cottage cheese, canned goods, jellies, jams, flowers, fresh and cured meats, and all kinds of baked products, candies, and nuts. - Lula Chriesman, Home Demonstration Agent, Beaufort, Beaufort County.

Home marketing has become almost universal among our farm people during the past two years. The sales at the square-deal market totaled $17,860.60, with general sales $2,360.08, showing a decrease over last year. However, from the individual reports received this year I am of the opinion that more products were sold through individuals than in previous years. Three reports were totaled showing sales amounting to $4,248.73, of which only $1,338.12 was sold on the market. Competition is keen and it is necessary for the agent to advertise the market by having special days, such as Easter, Harvest, Thanksgiving, Christmas, and Dahlia day.

The farm and home agents shipped cooperatively 100,000 pounds of poultry which totaled $13,981.50. - Kate M. Hooper, Home Demonstration Agent, Spartanburg, Spartanburg County.

During 1926 two club markets were operated weekly in York County, and $1,456.52 worth of produce was sold.

The Rock Hill club market was opened in the spring of 1921. A few rural women brought their produce to town and opened a real country store. A vacant lot was chosen for the market. After a few meetings a small sum of money was realized from a 5 per cent commission. This money was to be used to buy paper bags, scales, and other necessary equipment. Each market day the number of producers and consumers increased. During the summer produce was plentiful and the market was held twice a week. As winter advanced the producers were given a place in a garage and the market was continued. Later a market house was located on the best site in town.

The York market was organized in June 1923 through the efforts of the home demonstration agent. It was handicapped the first year because of inadequate quarters. The difficulty has been removed and a delightful room in the courthouse is now being used. The club market solves the problem of the producer, who has an excess of home produce, and of the consumer who wishes to obtain fresh produce at reasonable prices. Fruits, vegetables, eggs, and cakes, are the most popular foods handled, although a variety of other things are sold.

During the year four home demonstration club members in the county baked and sold cake amounting to $2,269.54. Each of these women commenced selling through the club market. One of them supplies a store in town and the other three bake for the market, sell to individuals, cater at parties and weddings, and ship cake wherever there is a demand.

In 1924 Mrs. Mae Shannon baked and sold 1,462 pounds of cake, not including 98 pounds of fruit cake. Her gross business that year was $569.70, plus commissions on all sales through the club market. She adopted the trademark, May Shannon's Cakes are Cakes of Quality - Buy One - Try One - and See. During 1925 Mrs. Shannon baked 2,197 pounds of cake which sold for $768.75. This does not include $107 worth of fruit cake. Up to November 1, 1926 she sold $716.45 worth. - M. L. Fewell, Home Demonstration Agent, Rock Hill, York County.

Specialties in the way of products for sale have been developed. Honeysuckle baskets find a ready sale when they are well made. A small exhibit of honeysuckle and reed baskets at the State parent teachers' convention obtained for Izola Dennison, a club girl, orders amounting to $41.50. In 1926 Mrs. Denton made and sold baskets amounting to $100.

In Asbury, Knox County, a community home industry has been developed in the making of hooked rugs, using waste material from hosiery mills. This year $900 has been realized by that community. The 4-H market for Knox County home demonstration club women is an outgrowth of the basket and rug work. Food products, such as pickles, chow-chow, preserves in special jars, as well as other home products are included. - Oma Worley, Home Demonstration District Agent, College of Agriculture, University of Tennessee. Knoxville.

The curb market in Dyersburg was started in the spring of 1924. Among the first to sell on the market was Mrs. Lizzie Walker, who has been in close touch with home demonstration work since its advent into the county 10 years ago. She says she never knew how to make bread until the home demonstration agents taught her. She became interested in bread work through contests which have been held in the county for the past seven years.

One of the first products that Mrs. Walker brought to the club was homemade bread. Her whole-wheat bread, as well as her white bread, found ready sales on the curb market, which was held Tuesdays and Saturdays. The curb market customers soon began to look for Mrs. Walker and her table loaded with bread, cottage cheese, and cakes.

The curb market was started in May 1926. During the last five months Mrs. Walker sold 650 loaves of bread, 247 pounds of cottage cheese, and 132 cakes. Her net receipts for these five months amounted to $177.45. Mrs. Walker is also bringing preserves and jellies and has sold 40 pints of preserves and 24 glasses of jelly on the curb market this season. She says, "My curb market business is a pleasure. It allows me and my daughter to have things we could not otherwise afford." - Neta B. McFee, Home Demonstration Agent, Dyersburg, Dyer County.

Sixty-one women actively connected with the harvest market sell the surplus from home and farm during the three days of the sale. This is an annual event and is looked forward to as means of disposing of the preserves, jellies, canned fruits, canned vegetables, dairy and poultry products, potted plants, cut flowers, sewing, cakes, candies, rugs, and other products. This market is held in the courthouse by courtesy of the county authorities. Dinner is served each day, the proceeds of which go to the farm bureau auxiliary treasury. A number of the club girls also take advantage of this market. - Mrs. E. M. Lauderback, Home Demonstration Agent, Chattanooga, Hamilton County.

Texas

Since the organization of a poultry raisers' association the marketing proposition has been solved to a degree of satisfaction. The members of the association have met regularly and schooled themselves in the proper way to prepare and ship their produce. They have found it more profitable to sell eggs in dozen cartons and that more can be realized on broilers than on fryers. They have learned to book their eggs for hatching three months in advance and to sell their cocks and cockerels for a fancy price, and they have held meetings at a cold storage plant to study the correct method of packing for shipment.

The home enterprise of hooked rug making has grown to considerable magnitude during the past three years. Mrs. J. R. Sarlls of Lone Tree community has accomplished some excellent and profitable results with hooked rugs made of cotton and wool rags on a foundation usually of discarded feed sacks. Mrs. Sarll's rugs are really a work of art and have only to be seen to be admired. They have been sold in localities many miles from Victoria County. In fact, they have become so popular that she has found it necessary to employ help to fill her orders.

Other members of these clubs have canned and sold corn and tomatoes. Just enough of these vegetables, which were of superb quality, were put out as an inducement to buyers to place larger orders in the coming year.

Watermelon-rind honey has been commercialized to some extent. It is used as a spread or to serve with ices.

Mrs. R. E. Boehm of the Lone Tree club has knit and sold wool socks. Although her enterprise is not large at present, it is growing steadily and she has already earned $17 over the cost of material. She has a knitting machine which she purchased from the Red Cross at the close of the war.

The approximate profits realized by the various workers during the past year are as follows:

Poultry association.....	$7,036.67
Hooked rugs.....	127.00
Vegetables (fresh and canned).....	36.40
Wool socks.....	17.85
Watermelon-rind honey.....	5.00
Linen dresser scarfs.....	3.00
Total.....	$7,225.92

- Mrs. Ethel M. Brandon, Home Demonstration Agent, Victoria, Victoria County.

West Virginia

The home industries shops of the State for the last four years have been affording a market for some of the products made by farm women and girls. The State board, known as the Mountain State Home Industries Shop, Inc., composed of West Virginia farm women, has general supervision of the shops located at Clarksburg, Parkersburg, Weston, and Elkins. This board

takes care of the organization and management problems in cooperation with the extension division. The standardization of products, however, rests almost entirely with the extension division, and at the present time it is one of the biggest problems confronting the home industries program.

Blackberry jam has been as nearly standarized as any other food product, with the exception of mountain state brand eggs. The women have been marketing jam through the local home industries markets and have also filled orders for 102 cases of individual jars for the Baltimore and Ohio Railroad. Last year in Braxton County the supervisory work in jam making was done by the county agents, and this year by the local women.

In Braxton County in 1926 nine women undertook the project of filling a large order of canned vegetables for the Parkersburg Y. M. C. A. The following amounts were canned.:

Vegetables	Number of gallons
Beans	195
Spinach	148
Corn	130
Kraut	123
Carrots	83
Tomatoes	64

- Gertrude Humphreys and Pauline R. Spangler, Home Demonstration District Agents, College of Agriculture, West Virginia University, Morgantown.

Thirty women, representing seven communities in the county, are selling through the home industries market. During 1926 approximately $6,000 worth of produce was sold for the farm people.

The home industries board is one of the most effective committees in the county. It has a regular meeting day and for the past six months has been meeting once or twice a month in order to keep in close contact with its members and with the market problems. The board is composed of seven members representing the seven communities that are selling produce through the market. To advertise the market during the year several hundred post cards were mailed to prospective customers and from time to time short paragraphs were put in the newspapers. - May Prichard, Home Demonstration Agent, Parkersburg, Wood County.

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